

ORDER



Orders
Order / Rev: 700503
Alt Order #: 06233234
Product Desc: AMERICAN CROSSROADS
Estimate: 694
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 07/18/12 / 10/30/12
Order Type: Political

WFMY-TV
Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Crossroads Media/ POL
Buying Contact:
Billing Contact:
 66 Canal Center Plaza Suite 500
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: American Crossroads
Demographic: A35+
Product Codes: IS-Issue/Non
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	55	\$36,500.00	\$31,025.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	55	\$36,500.00	\$31,025.00	0.00
Totals	55	\$36,500.00	\$31,025.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WFMY-TV	35%	\$36,500.00
Market	100%	\$104,285.71

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	24%	\$25,028.57
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	39%	\$40,671.43
WXLV	2%	\$2,085.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	10/30/12	11/02/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	- 1111 - -	:30	4	\$250.00	P-1	0.00	NM	4	\$1,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111 - -			4			\$250.00		0.00			
E 2	WFMY	11/05/12	11/05/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	M- - - - -	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WFMY	11/05/12	11/05/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	M-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$250.00		0.00						
E 3	WFMY	10/30/12	11/02/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	-1111--	:30	4	\$350.00	P-1	0.00	NM	4	\$1,400.00
1X MAX/DAY		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$350.00		0.00						
E 4	WFMY	11/05/12	11/05/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	M-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$350.00		0.00						
E 5	WFMY	10/30/12	11/02/12	CBS This Morning CBS This Morning	CM	8-10a	-1111--	:30	4	\$150.00	P-1	0.00	NM	4	\$600.00
1X MAX/DAY		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$150.00		0.00						
E 6	WFMY	11/05/12	11/05/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$150.00		0.00						
E 7	WFMY	10/30/12	11/02/12	Price Is Right Price Is Right	CM	11a-12p	-1111--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
1X MAX/DAY		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$350.00		0.00						
E 8	WFMY	11/05/12	11/05/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$350.00		0.00						
E 9	WFMY	10/30/12	11/02/12	News2 at Noon News2 at Noon	CM	12-1230p	-1111--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
1X MAX/DAY		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$300.00		0.00						
E 10	WFMY	11/05/12	11/05/12	News2 at Noon News2 at Noon	CM	12-1230p	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$300.00		0.00						
E 11	WFMY	10/30/12	11/02/12	M-F 4-5p Ellen Degeneres	CM	4-5p	-1111--	:30	4	\$250.00	P-1	0.00	NM	4	\$1,000.00
1X MAX/DAY		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$250.00		0.00						
E 12	WFMY	11/05/12	11/05/12	M-F 4-5p Ellen Degeneres	CM	4-5p	M-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$250.00		0.00						
E 13	WFMY	10/30/12	11/02/12	News 2 at 5 News 2 at 5	CM	5-530p	-1111--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
1X MAX/DAY		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$800.00		0.00						
E 14	WFMY	11/05/12	11/05/12	News 2 at 5 News 2 at 5	CM	5-530p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$800.00		0.00						
E 15	WFMY	10/30/12	11/02/12	News 2 at 6 News 2 at 6	CM	6-630p	-1111--	:30	4	\$1,400.00	P-1	0.00	NM	4	\$5,600.00

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$1,400.00		0.00			
E 16	WFMY	11/05/12	11/05/12	News 2 at 6 News 2 at 6	CM	6-630p	M-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$1,400.00		0.00			
E 17	WFMY	11/01/12	11/02/12	CBS Evening News CBS Evening News	CM	630-7p	---11--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--					2	\$1,000.00		0.00			
E 18	WFMY	11/05/12	11/05/12	CBS Evening News CBS Evening News	CM	630-7p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
E 19	WFMY	10/30/12	11/01/12	M-F 7-730p Wheel of Fortune	CM	7-730p	-1-1---	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-1---					2	\$1,500.00		0.00			
E 20	WFMY	10/31/12	11/02/12	M-F 730-8p Jeopardy	CM	730-8p	--1-1--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1-1--					2	\$1,500.00		0.00			
E 21	WFMY	11/05/12	11/05/12	M-F 730-8p Jeopardy	CM	730-8p	M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
E 22	WFMY	10/31/12	11/02/12	News 2 at 11 News 2 at 11	CM	11-1135p	--1-1--	:30	2	\$1,250.00	P-1	0.00	NM	2	\$2,500.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1-1--					2	\$1,250.00		0.00			
E 23	WFMY	11/02/12	11/02/12	Fri Prime B Made in Jersey	CM	9-10p	----F--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$2,000.00		0.00			
E 24	WFMY	11/03/12	11/03/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$250.00		0.00			
E 25	WFMY	11/04/12	11/04/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$250.00		0.00			
N26	WFMY	11/01/12	11/01/12	PA (M-F) PA (M-F)	CM	7-8p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$1,500.00		0.00			
N27	WFMY	11/03/12	11/03/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$250.00		0.00			
													Totals	55	\$36,500.00